

# fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

# 1951

january

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, APRIL 23, 1951</u>			
Tuesday April 24 9:30 A.M. Breakfast	PREVIEW OF SUMMER CASUAL COLLECTION "Be Happy Go Lucky" collection of Summer casuals by McKettrick-Williams By invitation only. Publicity: Frances Lane, PE. 6-6525.	McKETTRICK-WILLIAMS	HAMPSHIRE HOUSE COTTAGE
Tuesday April 24 1:00 P.M. Luncheon	SUMMER SUITS AT LUNCHEON SHOW Summer suits, designed by Bass, and available at Saks Fifth Avenue, will be presented during luncheon. St. Moritz Fashion Director: Alberta Kelley. Press by invitation. Public by reservation; contact: headwaiter, PL. 5-5800. Bass, Levine & Bass Publicity: Laura Benham, RE. 7-8230. St. Moritz Publicity: Kurt Hoffman Associates, PL. 3-7676.	BASS, LEVINE & BASS	ST. MORITZ HOTEL 50 CENTRAL PARK SO.
Tuesday April 24 1:00 P.M. Luncheon	LUNCHEON SHOWING OF SUMMER GOWNS Presentation of Summer gown collection by Gothé, available at Bergdorf Goodman and Bonwit Teller, Hats--John Frederics. Furs--Dein-Bacher of the Waldorf. Press by invitation. Public by reservation; contact: PL. 3-0200. Sherry Fashion Director: Rosamond Hanscom, PL. 3-0200.	GOTHE ORIGINALS	SHERRY'S-300 PARK AVE. SHERRY ROOM
Tuesday April 24 4:00 P.M. Cocktails	NEW SHOE LINE AT PRESS PREVIEW The press will be invited to preview a new line of casual shoes for Fall, including Oldmaine "Trotters"--handsewn moccasins, and Penobscot "Tram- peze"--sport shoes and flats. By invitation only. Publicity: Jean McLaughlin, Frederick Clinton Co., MU. 2-7433.	PENOBSCOT SHOE CO.	47 WEST 34TH STREET ROOM 418
Wednesday April 25 12:15 P.M.	WOMEN'S FASHIONS AT INFORMAL SHOWINGS Publicity: Bert Adams, Market 2-1212.	L. BAMBERGER & CO. (NEWARK, N. J.)	RESTAURANT AND 3RD FLOOR
Wednesday April 25 12:30 P.M. Luncheon	SUMMER COLLECTION AT LUNCHEON SHOW Presentation of Claire McCardell's Summer fashions, including beachwear, daytime, and evening clothes, available at Lord & Taylor. Press by invitation. Public by reservation; contact; headwaiter, EL. 5-3000. Claire McCardell Contact: Bette Anne Brown, LO. 4-2155. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	CLAIRE McCARDELL CLOTHES FOR TOWNLEY	WALDORF-ASTORIA SERT ROOM
Wednesday April 25 12:30 P.M. Luncheon	SHOWING OF SUMMER FASHIONS AT BENEFIT De Pinna will present a special collection of leading designers' fashions for Summer. Tickets: \$6.00 with rummage. For reservations; contact: headwaiter, EL. 5-3000. De Pinna Publicity: Elena Turner, MU. 8-2000. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	DE PINNA	WALDORF-ASTORIA STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 25 12:30 P.M. And 3:00 P.M.	SHOWING OF McKETTRICK FASHIONS FOR SUMMER McCreery will present a collection of McKettrick-Williams Summer casuals, "Be Happy Go Lucky", at 12:30 P.M. and 3:00 P.M. (This will be a repeat of the McKettrick April 24 Press Breakfast). Open to public. Publicity: Georgine Thomson, WI. 7-7000.	McCREERY	2ND FLOOR
Wednesday April 25 12:45 P.M. Luncheon	FASHION SHOW AT CHARITY LUNCHEON Presentation of the Spring and Summer collections at a benefit luncheon for the Judson Health Center (rummage will be collected to be sold at the Nearly New Shop). Gowns--Kargere, Inc. Hats--Caroline-Chez Kargere. Lingerie--Vanity Fair Mills, Inc. Hair Styles--Ferrantelle of Bergdorf Goodman. Flowers--Jack Kelly. Press by invitation. Public by reservation (with rummage); contact: headwaiter, TE. 8-8000. Pierre Fashion Director- Commentator: Nola Luxford, TE. 8-8000.	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM
Wednesday April 25 2:30 P.M.	PRESS SHOW: DESIGNERS' COLLECTION OF RAINWEAR Press and trade showing of Fall rainwear fashions, presenting a Milium- lined collection of velveteen, flannel and fleece, designed by Adele Lawrence for Lawrence of London. A designers' collection of rainwear will be introduced for the first time, with imported models made exclusively for this firm by Hardy Amies, Charles Creed and Digby Morton; also Pierre Balmain, Jacques Fath and Robert Piguet. By invitation only. Contact: Norman J. Lawrence, CH. 4-3815.	LAWRENCE OF LONDON	239 WEST 39TH STREET SHOWROOM-11TH FLOOR
Wednesday April 25 3:30 P.M.	DIAMOND JUBILEE FASHION PREVIEW "Then & Now"--press preview of Summer fashions, in celebration of Namm's 75th Anniversary. By invitation only. Show will be repeated on <u>Thursday,</u> <u>April 26 at 6:00 P.M.</u> Open to public. Publicity: Susanna Davis, TR.5-5700.	NAMM'S	2ND FLOOR
April 25- May 5	ANNUAL NATIONAL COTTON WEEK (April 25-May 5). Contact: Paul M. Jones, National Cotton Council, 271 Church St., WO.4-2521.		
Thursday April 26 9:30 A.M. Breakfast	SHOWING OF NEW BUTTON COLLECTION "September Song"--Bailey, Green & Elger's exhibit and fashion showing of their new button line, coordinated with Fall fashions. <u>Show at 10:00 A.M.</u> By invitation. Publ.: Maggie Fernandez, of Monroe, F. Dreher, CI. 6-6675.	BAILEY, GREEN & ELGER, INC.	136 MADISON AVENUE SHOWROOM-8TH FLOOR
Thursday April 26 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING "The Fabric Fashion Story For Fall, 1951". A fashion showing of costumes in new Fall fabrics, created by six pattern companies: Advance, Butterick, McCall's, Simplicity, Spadea, and Vogue. Commentator: Edith Gilman, fashion director of William Skinner & Sons. A Fall fabric report by Keene Lamborn, fashion coordinator of Pacific Mills, and chairman of the Fabrics Division. Exhibit of Fall fabrics, selected by the Fabrics Committee, and arranged by Tom Lee of Tom Lee, Ltd. Price (including tax and tip): \$4.50 for members; \$4.75 for guests (2 per member). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 26 1:00 P.M. Luncheon	SUMMER FASHIONS DURING LUNCHEON Russeks will present Summer fashions at a luncheon show. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA PERSIAN ROOM
Thursday April 26 7:30 P.M.	EIGHTH SESSION: PUBLICITY WORKSHOP Subject: "Tie-Ins". Speakers: Beatrice Castle, publicity director. Revlon Products: Lily Davis of John Frederics; Mr. D.W. Norris, assistant director of publicity, N.Y., N.H. & Hartford Railroad. They will discuss case histories of successful tie-ins. Director: Ellen Lind. Fee: \$2.50. Contact: Henrietta Gilbert, MU. 8-1837.	PUBLICITY THAT REACHES THE WOMAN	HOTEL DELMONICO PARK AVE. & 59TH ST.
April 29	DAYLIGHT SAVING TIME BEGINS IN N.Y. (Sunday). Set clocks one hour ahead.		
Monday April 30 12:45 P.M. Luncheon	SUMMER FASHIONS AT BENEFIT LUNCHEON "Gowns and Interiors For Today's Woman"--special showing of gowns for Summer by Murray Nieman, coordinated with interiors, created by James L.G. Mitton, at benefit luncheon for the Vacation Camp and Dormitory for the Blind. Hats--Margaret Cody. Furs--David's 57th Street. Press by invitation. Public by reservation; contact: headwaiter, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	MURRAY NIEMAN	HOTEL PIERRE COTILLION ROOM
Beginning Monday April 30	OPENING OF FALL COLLECTION Showing of Stephanie Koret's Fall collection in N.Y. showroom, including "Wonder Washables" pair-offs. Daily showings, by appointment only, presented by Mr. Alvin Citron, advertising and publicity director for Koret of California. Contact: Sol Schapiro, LO. 5-2442. Publicity: Alice White or Peggy Lynn of Abbott Kimball Co., PL. 3-9600.	KORET OF CALIFORNIA	1407 BROADWAY SUITE 3408
Monday April 30- May 4	EXHIBIT OF NEW INTERLOCK FABRIC Scott and Williams will introduce a new interlock fabric for outerwear and underwear, with a display at the Knitted Arts Exhibition in the Atlantic City Auditorium. Press invited. Contact: Dorothy Iverson, Hazard Adv., OR. 9-1500.	SCOTT AND WILLIAMS, INC.	ATLANTIC CITY, N.J. AUDITORIUM
Tuesday May 1 9:00 A.M. Breakfast	PRESS PREVIEW OF "INDORABLE" FASHIONS Burlington Mills will present "Indorables"--a showing of at-home fashions, highlighting Burlington's newest fabric idea. By invitation only. Publicity: Paul Menneg, LO. 4-5000.	BURLINGTON MILLS	HAMPSHIRE HOUSE COTTAGE
Tuesday May 1 12:45 P.M. Luncheon	PRESENTATION OF SUMMER FASHIONS Special presentation of Summer fashions during luncheon for the benefit of the Bay Ridge Group of Hadassah. Gowns--Ingrid Haute Couture. Furs--K. Hartenstein. Accessories and Casuals--Beryl and Joan, Inc. Shoes--Nancy Haggerty. Beachwear--Miss Hilbrun. Scarves--Vera. Hair Styles--Albert Carter. Show Coordinator and Contact: Rosalyn Bader, MA. 2-4660. Press by invitation. Public by reservation; contact: headwaiter, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 1 1:00 P.M. Luncheon	SHOWING OF SUMMER FASHIONS AT LUNCHEON	GOTHÉ ORIGINALS; & JULIUS GREEN FURS	ST. MORITZ HOTEL 50 CENTRAL PARK SO.
	Presentation of Gothé afternoon and evening Summer fashions; and Julius Green furs at "Fun With Fashions" luncheon show. St. Moritz Fashion Director: Alberta Kelley. Press by invitation. Public by reservation; contact: headwaiter, PL. 5-5800. St. Moritz Publicity: Kurt Hoffman Associates, PL. 3-7676.		
Tuesday May 1 2:15 P.M.	CUSTOM FASHIONS AT BENEFIT SHOWING	SYDELL-MARIE-YATES (666 FIFTH AVENUE)	HOTEL PLAZA TERRACE ROOM
	Sydell-Marie-Yates will present a benefit showing of Summer custom-order suits, dresses, cocktail, dinner and evening gowns; also a bridal procession. By invitation only. Contact: EL. 5-8729.		
Tuesday May 1 2:30 P.M.	SHOWING OF SUMMER FASHIONS	MARTIN'S (BROOKLYN)	5TH FLOOR
	Presentation of a collection of dresses and beachwear for Summer by Martin's. Open to public. Publicity: Pat Ellis, TR. 5-3100.		
Tuesday May 1 4:30 P.M. Cocktails	PRESS SHOW: FALL SHOE FASHIONS	MADEMOISELLE SHOES (CARLISLE SHOE CO.)	350 FIFTH AVENUE ROOM 7419
	Cocktail party and press showing of Mademoiselle Shoe Originals for Fall. Press invited. For reservations; contact: Rosemary Reilly, LO. 4-3350.		
May 1	CHILD HEALTH DAY (Tuesday).		
Wednesday May 2 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	Subject: "Future Packaging"--"What's In It?" Speaker: James R. Turnbull, General Manager of Sales, Plastics Division, Monsanto Chemical Co. "What Of It?" Edgar Kaufman, Jr., Research Assistant and Consultant on Industrial Design at Museum of Modern Art. Chairman: Beatrice Castle. Price (including tax and tip): \$3.75 for members; \$4.00 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7108.		
Wednesday May 2 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
	Arnold Constable will present Summer fashions during luncheon. Press by invitation. Public by reservation; contact: headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.		
Wednesday May 2 12:45 P.M. Luncheon	COLLECTION OF SUMMER CASUALS AT LUNCHEON	del MAR	HOTEL PIERRE COTILLION ROOM
	Summer collection of casuals for daytime and evening wear, designed by Clifford, will be presented by del Mar at a benefit luncheon for the N.Y. Women's Bible Society. Press by invitation. Public by reservation; contact: headwaiter, TE. 8-8000. del Mar Publicity: Ruth Hammer Assoc., EL. 5-7108. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Thursday May 3 11:00 A.M. Champagne	FALL COLLECTION AT PRESS PREVIEW	LEONARD ARKIN & SON	530 SEVENTH AVENUE SHOWROOM-6TH FLOOR
	Presentation to the press of Leonard Arkin's collection of Fall dresses, suits and ensembles. By invitation only. Publicity: Ann Rabin, WI. 7-5324.		

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Thursday May 3 12:30 P.M. Luncheon	"DACRON" (FIBER V) PREVIEW FOR PRESS "An Introduction to DACRON Polyester Fiber" by the Du Pont Company, Dr. L. L. Larson, Sales Development Manager, will discuss the outlook for this new fiber in the apparel field, at a luncheon for the fashion press. By invitation only. Contact: Blance Gaillard, LO. 3-6400, Ext. 308.	DU PONT COMPANY	HOTEL PIERRE ROOF GARDEN
Thursday May 3 1:00 P.M. Luncheon	SUMMER FASHIONS DURING LUNCHEON Saks 34th Street will present a luncheon showing of Summer cottons for the woman who works. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Saks 34th Publicity: Rita Dobbins. LA. 4-7000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS 34TH STREET	HOTEL PLAZA PERSIAN ROOM
Thursday May 3 4:00 P.M.- 7:00 P.M. Cocktails	PREVIEW: HOSTESS GOWNS BY JEAN DESSES Raymodes Negligees will invite the press to a cocktail party and showing of the Fall collection of hostess gowns, designed exclusively for them by Jean Desses. By invitation. Publicity: Rosemary Sheehan, CI. 7-8060.	RAYMODES NEGLIGEES, INC. (105 MADISON AVENUE)	HAMPSHIRE HOUSE COTTAGE
Thursday May 3- May 4	PREVIEW FOR MAGAZINE EDITORS IN DALLAS Leading apparel manufacturers of the Dallas market have scheduled showings for national magazine editors. By invitation only. Contact: Virginia Shaeffer, Dallas Center, 1101 Commerce Street, Dallas, Texas.	DALLAS FASHION CENTER	DALLAS, TEXAS
May 5	NAT'L SPRING NOTION WEEK (May 5-May 12). Contact: George Pounder, LE. 2-4455.		
May 6	SAN FRANCISCO FALL MARKET WEEK (May 6-May 10).		
Monday May 7 10:00 A.M. Press Preview; 2:00 P.M. Trade Show	SHOWING OF FALL SHOE FASHIONS Sponsored jointly by the New England Shoe and Leather Association and the National Association of Shoe Chain Stores, the Popular Price Shoe Show of America will present shoe fashions for Fall 1951. Exhibitors will display both at the New Yorker and McAlpin Hotels during the entire week, May 6-May 10. Co-Managers of the show are Maxwell Field and Edward Atkins. <u>Press preview: 10:00 A.M. By invitation only. Trade Show: 2:00 P.M.</u> For tickets; contact: Edward Atkins, 51 East 42nd Street, MU. 2-8705. Publicity: Ruth Hammer Associates, EL. 5-7108.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER GRAND BALLROOM
Monday May 7 11:00 A.M. Luncheon	PREVIEW OF FALL LINE IN LOS ANGELES Howard Greer's showing of Fall and Winter fashions for press, retailers and buying offices. Showing at 11:00 A.M., to be followed by luncheon, in the newly opened Los Angeles Showroom. By invitation only. Contact: Howard Greer, 2020 Stoner Avenue, Los Angeles, 25, Calif.	HOWARD GREER	2020 STONER AVENUE LOS ANGELES, CALIF.
Wednesday May 9 12:30 P.M. Luncheon	DAVID CRYSTAL'S SUMMER FASHIONS AT LUNCHEON "Summer Excitement"--Saks Fifth Avenue will present a collection of Summer fashions, including David Crystal, Izod of London, and Haymaker Separates. Accessories--Saks Fifth Avenue. Press by invitation. Public by reservation; contact: headwaiter, EL. 5-3000. David Crystal Publicity: Terry Mayer, LA. 4-7760. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday May 13	MOTHER'S DAY. Theme: "Nothing's Too Good For Mom". Contact: Irving K. Edwards, Nat'l Committee on the Observance of Mother's Day, CH. 4-3900.		
Monday May 14 4:00 P.M.; 9:00 P.M.	SHOWING OF FASHION DESIGNS BY STUDENTS Annual fashion show by students in the Department of Costume Design and Construction of Parsons School of Design (a non-profit institution of higher education). Admission (tax included): \$1.20, afternoon; \$2.40, evening. Contact: Elizabeth Wenig, PL. 8-2943.	PARSONS SCHOOL OF DESIGN (136 EAST 57TH STREET)	HOTEL ASTOR BALROOM
Monday May 14	OPENING OF BELMONT RACE TRACK (May 14-June 2). Contact: John McClain, News Contacts, CO. 5-3166.		
May 14	SECOND ANNUAL IRISH LINEN WEEK. Publicity: Eleanor Rowlands, LE. 2-9292.		
Tuesday May 15- May 16 9:00 A.M. Breakfast	FALL COLLECTION OF COORDINATED SEPARATES The press and trade will be invited to a breakfast showing on Tuesday, May 15 and Wednesday, May 16, of Nelly de Grab's collection of Fall Coordinated Separates. By invitation. Contact: Sidney Dee Bloeme, JU. 6-4490.	NELLY DE GRAB CO.	533 SEVENTH AVENUE SHOWROOM-11TH FLOOR
Tuesday May 15 11:00 A.M. Buffet	PREVIEW OF BRIDAL HEADDRESSES & HATS "Abstract Art In Bridal Fashions"--Edward E. Beger will present head-dresses and hats for the bridal party, designed by Fran Whitney. Show will be followed by buffet luncheon. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	EDWARD E. BERGER, INC. (218 WEST 40TH STREET)	530 SEVENTH AVENUE V. MAXWELL'S SHOWROOM
Tuesday May 15 12:30 P.M. Luncheon	PRESS & TRADE PREVIEW: FALL LINGERIE COLLECTION The press and trade will be invited to a luncheon and presentation of Schrank's Fall collection of lingerie, including pajamas, slips and gowns. By invitation only. Publicity: Arline Terry, Max Rogel and Associates, DI. 4-8575 or Mitchell 3-8737.	M.C. SCHRANK CO.	HOTEL PIERRE COTILLION ROOM
Tuesday May 15 4:00 P.M. Cocktails	PREVIEW: BETTY BARCLAY FASHIONS FOR FALL Presentation of Fall collection of Betty Barclay dresses for juniors, by Linsk of Philadelphia and California. By invitation only. Publicity: Edgar Herz, Williams Advertising Agency, MU. 6-3055.	LINSK OF PHILADELPHIA & CALIFORNIA, INC.	HOTEL AMBASSADOR EMBASSY ROOM
May 15	ANNUAL TOILET GOODS CONVENTION (May 15-May 17). Contact: CO. 5-5443.		
Wednesday May 16 12:30 P.M. Luncheon	SHOWING OF SUMMER SHEERS AT LUNCHEON Presentation of sheers for Summer by Russeks Fifth Avenue at a luncheon show. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Thursday May 17 9:15 A.M. Breakfast	PREVIEW OF FALL SPORTSWEAR COLLECTION Preview of the del Mar collection for Fall. Show at 10:00 A.M. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	DEL MAR (498 SEVENTH AVENUE)	TAVERN-ON-THE-GREEN 67TH & CENTRAL PK. W.

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Thursday May 17 12:15 P.M. Luncheon	HOME FURNISHINGS DIVISION LUNCHEON	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	The Fashion Group's Home Furnishings Division will hold a luncheon meeting. Chairman: Melva Chesrown. More details later. Price (including tax and tip): \$3.75 for members; \$4.00 for guests (Members may bring guests). Contact: The Fashion Group, CI.7-3940. Publ.:Ruth Hammer Assoc., EL.5-7108.		
Cancelled May 22	EDWARD I. SCHAINMAN'S FALL PREVIEW OF SPORTSWEAR, ORIGINALLY SCHEDULED FOR TUES., MAY 22, AT 9:15 A.M., HAS BEEN CANCELLED. (New Date To Be Announced).		
Tuesday May 22 3:30 P.M. Cocktails	PRESS PREVIEW OF FALL SPORTSWEAR	DREWYN, LTD.	1400 BROADWAY SHOWROOM-34TH FL.
	Cocktail party for press and trade, and presentation of Lotte of Drewyn's collection of "Creative Sportswear" for Fall. Showing at 4:00 P.M. By invitation only. Contact: Sidney Dee Bloeme, JU. 6-4490.		
Tuesday May 22 6:30 P.M. Dinner	BACK-TO-SCHOOL FALL FASHION SHOW	INFANTS', CHILDREN'S & TEENS' WEAR BUYERS'	HOTEL STATLER GRAND BALLROOM
	The Infants', Children's and Teens' Wear Buyers' Association back-to-school Fall fashion show and dinner. Presentation of Paris and American designs created exclusively for this show. Press by invitation. Contact: Cecilia Cooper, BR. 9-9624; or Eleanor Kairalla Agency, MU. 8-1172.		
Wednesday May 23 9:00 A.M. And 10:15 A.M. Breakfast	PREVIEW: FALL LINGERIE & CHILDREN'S APPAREL	THE WILLIAM CARTER COMPANY	100 PARK AVENUE SHOWROOM
	Press showing of Carter's Fall negligees, gowns and slips, designed for juniors, misses and women, at an informal breakfast at 9:00 A.M. Preview of underwear, sleepwear, and specially designed knit fashions by Carter for infants and children at 10:15 A.M. By invitation only. Contact: Helen D. Leaf of Batten, Barton, Durstine & Osborn, Inc., EL. 5-5800.		
Wednesday May 23 4:00 P.M. Cocktails	"TOGEROY, U.S.A.": FALL FASHIONS IN CORDUROY	BERNSIDE MILLS	HOTEL PIERRE GRAND BALLROOM
	Bernside Mills will invite the press, retailers and buying offices to a comprehensive showing of back-to-school, college, and early Fall fashions in Togeroy (corduroy) for misses, juniors, children and men. Staging by Tom Lee. Cocktails at 4:00 P.M. Showing at 4:30 P.M. By invitation only. Fashion Director and Publicity: Rose Hilton, MU. 5-5133.		
Thursday May 24 10:00 A.M. And 12:00 Noon Luncheon	ANNUAL FASHION CLINIC AND EXHIBIT	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL ASTOR GRAND BALLROOM
	The 1951 Parents' Magazine Fall Fashion Clinic and Exhibit of fabrics and fashions, to be advertised in the August and September issues, in connection with the Silver Anniversary. Luncheon at 12:00 Noon in the Belvedere Room. Speakers: Joseph Meade, children's merchandise manager, Rich's, Atlanta, Ga. and Mr. E. B. Foskett, managing director, Customer Audit Bureau, N.Y.C. Press by invitation. Tickets: \$7.50 (clinic); \$5.00 (luncheon); \$12.50 (clinic and luncheon). Contact: Monroe E. Michels, MU. 5-4400.		
Thursday May 24 3:30 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION	ARNOLD & FOX, INC.	PLACE TO BE ANNOUNCED
	Arnold & Fox will present a collection of suits for Fall at a preview for the press. By invitation only. Showings to the trade at 3:30 P.M., daily, June 5, 6, 7, 12, and 13. Contact: CH. 4-3916. Publicity: Pauline Greene, Esmond & Dore, Inc., MU. 7-8297.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 30	MEMORIAL DAY--Legal Holiday (Wednesday).		
Thursday May 31	PRIVATE FALL PREVIEW FOR BUYING OFFICES	HORWITZ & DUBERMAN	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
4:00 P.M.	Buying offices will be invited to a private preview of the Fall collection of Horwitz & Duberman. By invitation only. <u>Daily trade showings at 10:30 A.M. and 2:30 P.M., beginning Tuesday, June 5th, presenting Judy 'n Jill back-to-school and career clothes; Alan Graham couture fashions; and formals by Nona.</u> Contact: William Durland, LO. 4-1860.		
Monday June 4 2:30 P.M.	PREVIEW: BONNIE CASHIN'S FALL COLLECTION	ADLER & ADLER	PLACE TO BE ANNOUNCED
	Preview of Bonnie Cashin's Fall collection, designed for Adler & Adler. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.		

Beginning Monday June 4	OPENING OF FALL SPORTSWEAR LINES Members of the Sportswear Guild include: ADLER & ADLER DAVIDOW DAVID M. GOODSTEIN, INC. Contact individual manufacturers.	THE SPORTSWEAR GUILD KANE-WEILL MUTUAL ROSENBLUM CHARLES NUDELMAN	MANUFACTURERS' SHOWROOMS ZOLTAN ROSENBERG CO. SPORT-CRAFT, INC. STAR-MAID DRESSES
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Beginning Monday June 4	FOGA TO SHOW FALL LINES Fall collections by manufacturers of the Fashion Originators' Guild of America will be shown for one week, beginning June 4. Members include: LARRY L. ALDRICH CO. HANSEN BANG, INC. BEN BARRACK, INC. CAPRI FROCKS, INC. DEITSCH, WERSBA & COPPOLA ELFREDA, INC. BEN J. GAM, INC. ED GERRICK, INC. A. GOODMAN, & CO., INC.	FASHION ORIGINATORS' GUILD OF AMERICA GRABOIS FRED GREENBERG DRESS CO. JOSEPH HALPERT, INC. HORWITZ & DUBERMAN INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS CO. NAT KAPLAN, INC. DAVID LEVINE CO. NATHAN-STRONG, INC. PAUL PARNE CORP.	MANUFACTURERS' SHOWROOMS FARNIS-LIVINGSTON BEN REIG, INC. RUDOLF GOWNS MARTIN SIMON, INC. HERBERT SONDEHEIM, INC. FRANK STARR, INC. SUZANNE-AUGUSTINE TALMACK, INC. HANNAH TROY, INC.
	Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.		

Tuesday June 5 9:30 A.M. And 2:30 P.M.	FIFTEENTH ANNUAL COLLEGE CLINIC "Mademoiselle" will present its 15th Annual College Clinic, a preview of fashions from the August College issue. By invitation only, for Mlle's official tie-in stores. Contact: Wilma Libman Bell, Promotion Director, PL. 9-2080.	MADEMOISELLE MAGAZINE	HOTEL ROOSEVELT BALLROOM
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Tuesday June 5 4:30 P.M. Cocktails	PREVIEW OF "GLAMOUR'S" SEPTEMBER CAREER ISSUE Annual fashion show and preview of "Glamour" Magazine's September 1951 career issue, and announcement of the winners of the "Glamour" survey, "Ten Girls With Taste". Press by invitation. Tickets limited to "Glamour" tie-in stores and buying offices. Contact: Nina R. Kyle or Mary Joan Finley, LE. 2-7500.	GLAMOUR MAGAZINE	HOTEL PIERRE GRAND BALLROOM
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 6 4:00 P.M.- 7:00 P.M. Cocktails	ELEVENTH ANNUAL SEWING CONTEST & FASHION SHOW Prize-winning home-sewn garments, made by non-professional dressmakers, will be modeled at a fashion show, with fashion designers and fashion editors acting as judges. Commentator: Alma Kitchell. <u>Showing at 5:00 P.M.</u> By invitation only. Publicity: Grace Turner, Director, Women's Department, Win Nathanson & Associates, Inc., MU. 2-6560.	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
Thursday June 7 3:30 P.M. Cocktails	PRESS SHOWING OF FALL FOUNDATIONS The press will be invited to a showing of Flexees foundations for Fall by Artistic Foundations, Inc. By invitation. Publ.: Sandra Kahn, MU. 9-2100.	ARTISTIC FOUNDATIONS-- FLEXEES	417 FIFTH AVENUE SHOWROOM-6TH FLOOR
Thursday June 7 4:30 P.M.- 6:30 P.M. Champagne	PRESS & TRADE PREVIEW BY NEW DESIGNER Lawrence Gaines will give a Champagne Party for press and buyers, presenting his original couturier designs for Fall in suits, dresses, and ensembles. By invitation only. Publicity: Hilda Kassell, PL. 9-2917.	LAWRENCE GAINES	43 WEST 54TH STREET SALON
Tuesday June 12 4:00 P.M. Tea	ADVANCE FALL MILLINERY FASHIONS The Millinery Creators Guild will present Advance Fall hats by the following eight members: Bernice Charles; Harryson Hats; G. Howard Hodge; Edgar J. Lorie; Milgrim Hats; Germaine Montabert; Jeanne Tete; and Vogue Hats. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	MILLINERY CREATORS GUILD	ST. REGIS HOTEL ROOF
Wednesday June 13 4:00 P.M. Tea	PRESS & TRADE SHOWING OF FALL COLLECTION Emily Wilkens, sponsored by Reich-Goldfarb, Inc., will present her Fall 1951 collection at a preview for press and trade, in the Crystal Ballroom of the Park Lane Hotel. By invitation only. Contact at Reich Goldfarb: Barbara Banks, WI. 7-5374. Contact for press: Eleanor Lambert, MU. 8-2130.	EMILY WILKENS (530 SEVENTH AVE.)	PARK LANE HOTEL PARK AVE. & 48TH ST.
Thursday June 14 12:00 Noon Luncheon	100TH ANNIVERSARY OF SINGER SEWING MACHINES One hundred years of leadership in the manufacture of sewing machines for the home and industry will be presented to the press by Singer. There will be educational, international and industrial exhibits in the Terrace Room, with a dramatization of 100 years of sewing and style changes throughout the century. Luncheon in Grand Ballroom. By invitation only. Contact: Anne Cunningham, Young & Rubicam, MU. 9-5000.	SINGER MANUFACTURING CO. SINGER SEWING MACHINE CO.	HOTEL PLAZA GRAND BALLROOM
Wednesday June 20 4:00 P.M.- 7:00 P.M. Cocktails	LA TAUSCA SEMI-ANNUAL FASHION PRESENTATION The House of Heller will present its semi-annual fashion show, featuring the Fall collection of La Tausca simulated pearls. Showing at 5:00 P.M. Commentator: Helen Faith Keane. Fashion Coordinator: Ruth Lerner. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	THE HOUSE OF HELLER	HOTEL PIERRE GRAND BALLROOM
Tuesday June 26 7:00 P.M.	FALL HAT FASHION SHOW AND DINNER The semi-annual millinery fashion show and dinner for buyers, retailers and the fashion press. Dinner and show: \$20.00; Mezzanine: show only: \$10.00. Contact: Millinery Stab. Commission, 1450 Broadway, LO. 4-7800. Press by invitation. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY STAB. COMM.: MILLINERY FASHION BUR.	HOTEL ASTOR GRAND BALLROOM

MOVIES...MUSIC...TELEVISION...THEATRE

Tuesday April 24 12:00 Noon **TELEVISION: KATHI NORRIS PROGRAM** WNBTV, CHANNEL 4  
Kathi Norris will interview Mr. Willard Golovin, advertising executive, who will present a collection of Spring and Summer shoes and television slippers and shoes by Clix, and will trace the success story of this new company. Publicity: Babs Doniger, PL. 3-1742.

Beginning Tuesday April 24 **THIRD WEEK: BALLET THEATRE** METROPOLITAN OPERA HOUSE, B'WAY & 39TH ST.  
Program: Tues., April 24: DESIGNS WITH STRINGS, ROMEO AND JULIET, THE BLUE BIRD, RODEO. Wed., April 25: SWAN LAKE, CIRCO DE ESPANA, L'ARMOUR ET SON AMOUR, LES DEMOISELLES DE LA NUIT. Thurs., April 26: LES DEMOISELLES DE LA NUIT, JARDIN AUX LILAS, LE JEUNE HOMME ET LA MORT, HELEN OF TROY. Fri., April 27: ENSAYO SINFONICO, BILLY THE KID, PAS DE DEUX BY ENRIQUE MARTINEZ. Sat. Mat., April 28: DESIGNS WITH STRINGS, BILLY THE KID, PAS DE DEUX BY ENRIQUE MARTINEZ, INTERPLAY. Sat. Eve., April 28: CONCERTO, LE JEUNE HOMME ET LA MORT, JARDIN AUX LILAS, THE THIEF WHO LOVED A GHOST. Sun. Mat., April 29: ENSAYO SINFONICO, LES DEMOISELLES DE LA NUIT, THE BLUE BIRD, LES PATINEURS. Sun. Eve., April 29: LES DEMOISELLES DE LA NUIT, CIRCO DE ESPANA, LE JEUNE HOMME ET LA MORT, THEME AND VARIATIONS. Publicity: Walter Alford, CI. 5-7930.

Wednesday April 25 4:00 P.M. **TELEVISION: KATE SMITH HOUR** NBT-TV, CHANNEL 4  
Presentation of Summer fashions for mother and daughter on Kate Smith's television program. Publicity: Dorothy Daye, CI. 7-8300, Ext. 265.

Wednesday April 25 **PREMIERE: "FIVE" (Movie)** HOLIDAY THEATRE, B'WAY & 47TH ST.  
Columbia Pictures will present a story about the last five people. Stars: William Phipps, Susan Douglas, James Anderson, Charles Lampkin and Earl Lee. Producer, Director and Writer: Arch Oboler. Publicity: Hortense Schorr, CI. 5-5000.

Wednesday April 25 **PREMIERE: "FOLLOW THE SUN" (Movie)** ROXY THEATRE, 7TH AVE. & 50TH ST.  
Twentieth Century-Fox movie based on the life of Ben Hogan, professional golf champion. Stars: Glenn Ford, Anne Baxter, Dennis O'Keefe and June Havoc. Producer: Samuels Engel. Director: Sidney Lanfield. Wardrobe: Charles Le Maire. Costumes: Renie. Publ.: Elizabeth Eisenhart, CO. 5-3320.

Beginning Wednesday April 25-May 6 **OPENING: "THE TAMING OF THE SHREW"** CITY CENTER, 131 WEST 55TH STREET  
The N.Y. City Theatre Company will present the second half of its fourth drama season with a series of three comedies. Shakespeare's "The Taming of the Shrew" will be the first presentation. Director: Margaret Webster. Stars: Claire Luce and Ralph Clanton. Scenery & Lighting: Eldon Elder. Costumes: Emeline Roche. Publicity: Jean Dalrymple, MU. 8-3847.

Thursday April 26 **OPENING: "GRAMERCY GHOST"** MOROSCO THEATRE, 217 WEST 45TH STREET  
Roger Clark, in association with Evan M. Frankel, will present Sarah Churchill and Robert Sterling in John Cecil Holm's new comedy. Director: Reginald Denham. Setting and Lighting: Raymond Sovey. Costumes: Edith Lutyens. Publicity: Richard Maney, WI. 7-6939.

Sunday April 29 **OPENING: "THE LITTLE BLUE LIGHT"** ANTA PLAYHOUSE, 245 WEST 52ND STREET  
The ninth play in the series of the American National Theatre and Academy (ANTA) productions will be Edmund Wilson's play adapted from his book "Memoirs of Hecate County". Stars: Melvyn Douglas and Burgess Meredith. Director: Albert Marre. Settings: Lester Polakov. Costumes: Robert Fletcher. Publicity: Bill Doll, JU. 2-4976.